

Message Text

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PAGE 01 VIENNA 00719 301314Z

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ACTION COME-00

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FM AMEMBASSY VIENNA

TO SECSTATE WASHDC PRIORITY 7663

UNCLAS VIENNA 0719

FOR COMMERCE

EO 11652: N/A

TAGS: BEXP, AU

SUBJ: PROPOSED IN-STORE PROMOTION FY 1977

REF: (A) STATE 008743; (B) VIENNA 0572

1. WE APPRECIATE CHARLES JOHNSON'S TELEPHONIC ADVICE THAT KONSUM WOULD BE ACCEPTABLE CANDIDATE FOR IN-STORE PROMOTION IN ADDITION TO FIRMS NAMED REFTEL A.

2. PRELIMINARY DISCUSSIONS WITH KONSUM OFFICIALS ON JAN 28 REVEALED CONSIDERABLE INTEREST IN SUCH A PROMOTION -

PROBABLY IN LATE WINTER OR SPRING 1977 - IN SEVENTY KONSUM OUTLETS IN VIENNA AND LOWER AUSTRIA. EMBOFFS WILL BE MEETING WITH KONSUM OFFICIALS AGAIN ON FEB 9.

IN PRELIMINARY MEETING FOLLOWING QUESTIONS WERE RAISED TO WHICH WE NEED DEPARTMENT'S GUIDANCE BEFORE FEB 9:

A) SINCE KONSUM ORGANIZATIONS IN VIENNA AND LOWER AUSTRIA ARE EACH AUTONOMOUS, IN-STORE PROMOTION CONTRACTS WOULD HAVE TO BE WRITTEN WITH BOTH. E.G., PERHAPS \$10,000 ALLOTED TO EACH ORGANIZATION FOR SIMULTANEOUSLY-HELD EVENTS. WOULD THIS POSE ANY PROBLEM FOR USG? (WE TOLD KONSUM OFFICIALS WE THOUGHT IT WOULD NOT).

B) WHAT IS EARLIEST DATE THAT BINDING CONTRACT COULD BE SIGNED FOR FY 1977 PROMOTION? (KONSUM HAS MADE IT CLEAR IT WOULD WANT DEFINITE ASSURANCE OF USG BUDGETARY ASSISTANCE BEFORE COMMITTING ITSELF TO AN IN-STOR PROMOTION.)

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C) ARE ALL ALCOHOLIC BEVERAGES INCLUDING WINES AND LIQUERS

WITHIN PURVIEW OF COMMERCE IN-STORE PORMOTION PROGRAM?
WE UNDERSTAND THAT FISH IS ONLY FOOD ITEM PROMOTABLE
UNDER PROGRAM. IF ANY OTHER FOOD ITEMS ARE ELEGIBLE,
PLEASE INFORM. (THESE QUESTIONS ARE PARTICULARLY
IMPORTANT TO KONSUM WHOSE MAIN BUSINESS IS IN THE
FOOD LINE.)

3. WOULD APPRECIATE EARLY REPLY.BUCHANAN

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